determining whether said received message includes an indication that said

message corresponds to a predetermined e-mail message type, said

predetermined message type being created by said sender to include a

main message and one or more user selectable option indicators, each of

said indicators including:

a first text which describes a corresponding option; and

a second text which further describes the corresponding option,

said second text being displayed in response to a user

selecting the corresponding option;

in response to determining said message does correspond to said predetermined

type:

formatting and presenting said message according to a first format,

wherein said first format includes the display of the main message

and a first text corresponding to each of said one or more options;

presenting a second text corresponding to a first option of said one or

more options in response to detecting said first option is selected;

and

determining whether a reply message identifying the first selected option

is to be transmitted to the sender.

21.   The method of claim 20, wherein said predetermined type is a one-touch email
type.

22.   (Amended) The method of claim 21, wherein said second text describes a
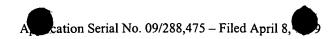corresponding option in greater detail than a first text which corresponds to the option.

23.   The method of claim 20, wherein the electronic message is received via an interactive television system.

24.   The method of claim 23, wherein the at least one option is selected by using a television remote control device.

25.   The method of claim 23, wherein in response to determining said reply message is to be transmitted, the reply message is automatically generated and sent responsive to a single indication received from a viewer.

26.   The method of claim 25, wherein the reply message is sent to the original sender of the received electronic message.

27.   The method of claim 20, further comprising determining whether a second option has been selected if it is determined that the reply message identifying the selected option is not to be transmitted.

28.   (Amended) The method of claim 27, wherein in response to detecting said first option is selected, the method further comprises displaying a message to the user indicative of a single input from the user which will generate and send a reply message to the sender, said reply message including an identification of the first option and the user.

29.   The method of claim 20, wherein the received message corresponds to an advertisement for a product or service, and wherein said reply message indicates an interest in the product or service by the user.

30.   The method of claim 25, wherein the selected option is identified in a header of the reply message.

31.   (Amended) A method for sending an e-mail message comprising:

an original sender creating an e-mail message, said message being created

by said sender to include an indication that said e-mail message

corresponds to a predetermined e-mail message type of a plurality

of e-mail message types, said predetermined message type

including a main message and one or more recipient selectable

option indicators, each of said indicators including:

a first text which describes a corresponding option; and

a second text which further describes the corresponding

option, said second text being displayable in

response to a user selecting the corresponding

option;

transmitting the e-mail message.

32.   The method of claim 31, wherein the predetermined type is a one-touch email type.

33.   The method of claim 31, wherein the electronic message is transmitted via an interactive television system.

34.   The method of claim 33, wherein the at least one option is to be selected by using a television remote control device.

35.   The method of claim 33, wherein the at least one option is to be identified in an automatically generated reply message if the at least one option is selected.

36.   The method of claim 35, wherein the selected option is identified in a header of the reply message if the selected option is to be transmitted.

37.   The method of claim 31, wherein the main message corresponds to an advertisement for a product or service, and wherein said option is selectable by a user to indicate an interest in said product or service.

38.   (Amended) A system for responding to an electronic message comprising:

a processor configured to:

detect a received e-mail message;

determine whether said message includes an indication that said e-mail

message corresponds to a predetermined e-mail message type, said

predetermined message type being created by an original sender to

include a main message and one or more recipient selectable

option indicators, each of said indicators including:

a first text which describes a corresponding option; and

a second text which further describes the corresponding

option, said second text being displayed in response

to a user selecting the corresponding option;

in response to determining said message does correspond to said

predetermined type:

format and present said message according to a first format,

wherein said first format includes the display of the main

message and a first text corresponding to each of said one

or more options;

present a second text corresponding to a first option of said one or

more options in response to detecting said first option is

selected; and

determine whether a reply message identifying the selected option

is to be transmitted;

a memory coupled with the processor, wherein the memory is configured to

provide instructions to the processor.

39.   (Amended) A computer program product for responding to an electronic message, said product comprising a computer readable medium including program instructions executable to:

> detect a received e-mail message;
>
> determine whether said message includes an indication that said e-mail
>> message corresponds to a predetermined e-mail message type said
>> predetermined message type being created by an original sender to
>> include a main message and one or more recipient selectable
>> option indicators, each of said indicators including:
>>> a first text which describes a corresponding option; and
>>> a second text which further describes the corresponding
>>>> option, said second text being displayed in response
>>>> to a user selecting the corresponding option;
>
> in response to determining said message does correspond to said
>> predetermined type, said instructions are executable to:
>> format and present said message according to a first format,
>>> wherein said first format includes the display of the main
>>> message and a first text corresponding to each of said one
>>> or more options;
>> present a second text corresponding to a first option of said one or
>>> more options in response to detecting said first option is
>>> selected; and

> determine whether a reply message identifying the selected option is to be
>> transmitted.

40.   The computer program product of claim 39, wherein the computer readable medium is selected from the group consisting of CD-ROM, floppy disk, tape, flash memory, system memory, hard drive, and data signal embodied in a carrier wave.